

**B. AMENDMENTS TO THE CLAIMS:**

Please amend Claim 49 as indicated hereinafter:

1-42. (CANCELED)

43. (PREVIOUSLY PRESENTED) A computer-implemented method for estimating how a user would rate a movie that the user has not yet rated, the method comprising:
- in a computer system identifying a set of common movies that have been rated favorably by the user and that have ratings that satisfy a minimum rating threshold;
  - in the computer system identifying one or more other users that have rated the set of common movies and given ratings for the set of common movies that are substantially similar to ratings given by the user for the set of common movies; and
  - in the computer system estimating how the user would rate the movie that the user has not yet rated by determining a similarity between the set of common movies and the movie that the user has not yet rated,
- wherein determining the similarity between the set of common movies and the movie that the user has not yet rated includes comparing the ratings given by the one or more other users for the set of common movies to ratings given by the one or more other users for the movie that the user has not yet rated.
44. (PREVIOUSLY PRESENTED) The computer-implemented method as recited in Claim 43, wherein the identifying one or more other users that have rated the set of common movies and given ratings for the common movies that are substantially similar to ratings given by the user for the set of common movies includes identifying one or more other users that have rated the set of common movies and given ratings for the set of common movies that are within a specified amount of ratings given by the user for the set of common movies.

45. (PREVIOUSLY PRESENTED) The computer-implemented method as recited in Claim 44, wherein the identifying one or more other users that have rated the set of common movies and given ratings for the set of common movies that are within a specified amount of ratings given by the user for the set of common movies includes for each movie from the set of common movies, determining whether the rating given by the one or more other users is within a specified amount of the rating given by the user.
46. (PREVIOUSLY PRESENTED) The computer-implemented method as recited in Claim 44, wherein the identifying one or more other users that have rated the set of common movies and given ratings for the set of common movies that are within a specified amount of ratings given by the user for the set of common movies includes determining whether an average of the ratings given by the one or more other users for the set of common movies is within a specified amount of an average of the ratings given by the user for the set of common movies.
47. (PREVIOUSLY PRESENTED) The computer-implemented method as recited in Claim 43, wherein the comparing the ratings given by the one or more other users for the set of common movies to ratings given by the one or more other users for the movie that the user has not yet rated includes comparing an average of the ratings given by the one or more other users for the set of common movies to ratings given by the one or more other users for the movie that the user has not yet rated.
48. (PREVIOUSLY PRESENTED) The computer-implemented method as recited in Claim 43, wherein the number of movies in the set of common movies is at least a specified number of movies.

49. (CURRENTLY AMENDED) A computer-readable medium ~~consisting of volatile and non-volatile memory~~ for estimating how a user would rate a movie that the user has not yet rated, the computer-readable medium carrying instructions which, when executed by one or more processors, cause:
- identify a set of common movies that have been rated favorably by the user and that have ratings that satisfy a minimum rating threshold;
  - identify one or more other users that have rated the set of common movies and given ratings for the set of common movies that are substantially similar to ratings given by the user for the set of common movies; and
  - estimate how the user would rate the item that the user has not yet rated by determining a similarity between the set of common movies and the item that the user has not yet rated,
- wherein determining the similarity between the set of common movies and the movie that the user has not yet rated includes comparing the ratings given by the one or more other users for the set of common movies to ratings given by the one or more other users for the movie-that the user has not yet rated.
50. (PREVIOUSLY PRESENTED) The computer-readable medium as recited in Claim 49, wherein the identifying one or more other users that have rated the set of common movies and given ratings for the set of common movies that are substantially similar to ratings given by the user for the set of common movies includes identifying one or more other users that have rated the set of common movies and given ratings for the set of common movies that are within a specified amount of ratings given by the user for the set of common movies.
51. (PREVIOUSLY PRESENTED) The computer-readable medium as recited in Claim 50, wherein the identifying one or more other users that have rated the set of common movies and given ratings for the set of common movies that are within a specified amount of ratings given by the user for the set of common movies includes for each movie from the set of common movies, determining whether the rating given by the

one or more other users is within a specified amount of the rating given by the user.

52. (PREVIOUSLY PRESENTED) The computer-readable medium as recited in Claim 50, wherein the identifying one or more other users that have rated the set of common movies and given ratings for the set of common movies that are within a specified amount of ratings given by the user for the set of common movies includes determining whether an average of the ratings given by the one or more other users for the set of common movies is within a specified amount of an average of the ratings given by the user for the set of common movies.
53. (PREVIOUSLY PRESENTED) The computer-readable medium as recited in Claim 49, wherein the comparing the ratings given by the one or more other users for the set of common movies to ratings given by the one or more other users for the movie that the user has not yet rated includes comparing an average of the ratings given by the one or more other users for the set of common movies to ratings given by the one or more other users for the movie that the user has not yet rated.
54. (PREVIOUSLY PRESENTED) The computer-readable medium as recited in Claim 49, wherein the number of movies in the set of common movies is at least a specified number of movies.
55. (PREVIOUSLY PRESENTED) An apparatus comprising:  
a memory configured to store data; and  
an estimator mechanism communicatively coupled to the memory and configured to estimate how a user would rate a movie that the user has not yet rated by  
    identifying a set of common movies that have been rated favorably by the user  
        and that have ratings that satisfy a minimum rating threshold,  
    identifying one or more other users that have rated the set of common movies  
        and given ratings for the set of common movies that are substantially  
        similar to ratings given by the user for the set of common movies, and

estimating how the user would rate the item that the user has not yet rated by determining a similarity between the set of common movies and the movie that the user has not yet rated,  
wherein determining the similarity between the set of common movies and the movie that the user has not yet rated includes comparing the ratings given by the one or more other users for the set of common movies to ratings given by the one or more other users for the movie that the user has not yet rated.

56. (PREVIOUSLY PRESENTED) The apparatus as recited in Claim 55, wherein the estimator mechanism is further configured to determine whether the ratings given by the one or more other users for the set of common movies are within a specified amount of the ratings given by the user for the set of common movies.
57. (PREVIOUSLY PRESENTED) The apparatus as recited in Claim 56, wherein the estimator mechanism is further configured to determine, for each movie from the set of common movies, whether the rating given by the one or more other users is within a specified amount of the rating given by the user.
58. (PREVIOUSLY PRESENTED) The apparatus as recited in Claim 56, wherein the estimator mechanism is further configured to determine whether an average of the ratings given by the one or more other users for the set of common movies is within a specified amount of an average of the ratings given by the user for the set of common movies.
59. (PREVIOUSLY PRESENTED) The computer-implemented method as recited in Claim 55, wherein the estimator mechanism is further configured to compare an average of the ratings given by the one or more other users for the set of common movies to ratings given by the one or more other users for the movie that the user has not yet rated.

60. (PREVIOUSLY PRESENTED) The apparatus as recited in Claim 55, wherein the number of movies-in the set of common movies is at least a specified number of movies.